

## **ABSTRACT**

*Instagram is a one of the social media that is used for the promotion of a brand. Deenay.scarves, a hijab product that uses Instagram as a promotional medium. The purpose of this research is to inform about the use of Instagram features based on the promotion mix in promoting the Deenay hijab. This research uses the postpositivism paradigm, qualitative methods with descriptive research type. Data was collected through an observation through social media Instagram Deenay.scarves and interviews with key informants, expert informants, and supporting informants to obtain data carried out for this study. The results of this study explain that Instagram features such as the insight feature, the direct message feature, the Instagram stories feature, the story highlights feature, the shoppable posts feature, hashtag feature, upload multiple content story feature, ads feature, likes feature, aerobba feature, caption feature, live Instagram feature maximally utilized so that the engagement is high enough, will support the six step of promotion mix advertising, direct marketing, digital marketing, sales promotion, publicity/public relations, except for one step that cannot go through the digital Instagram tool, namely personal selling. Deenay's use of Instagram as a useful promotional media and helps Deenay to be able to visualize Deenay's products properly, and to reach potential consumers, find out what consumers want. In addition, it helps consumers to access information about Deenay's hijab.*

**Keywords :** *Features of Instagram, Hijab Deenay, Instagram, Promotional media*